

Performance Measures

1993- Phase in section level P&L responsibility and establish budget, menu, ordering & tracking systems and holding field sales accountable.

Action Plan:

	<u>Date</u>	<u>Players</u>
<ul style="list-style-type: none"> S.S.D.'s review new P&L with Field Sales Personnel to make them responsible & accountable for spending. - POS will be added to P&L 	5/1/93	S.S.D.'s/DM's
<ul style="list-style-type: none"> Allocate budgets and provide menus & item costs to Sales Reps. 	xx	Brand Trade Marketing
<ul style="list-style-type: none"> Update tracked fixture and POS numbers for S.P.A.C.E. reporting. Total utilization evaluated against ROI by account. <i>→ HAVE HARDWARE - BUT MUST U.P.-DATE SOFTWARE</i> 	4/1/93 to 5/1/93	Material Logistics will be in charge of compiling and updating list. Information will need to be fed to them from Material and POS Development groups.
<ul style="list-style-type: none"> B.E.A.R. report enhancements to evaluate spending by account/territory and utilization of fixture & POS items. 	6/1/93 to 12/1/93	Sales Information Information Service

BUSINESS EVALUATION / ANALYSIS REPORT

Performance Measures

Action Plan:

	<u>Date</u>	<u>Players</u>
<ul style="list-style-type: none">Develop fixture and POS budget matrix which can be used as a store by store spending guideline:<ul style="list-style-type: none">- Volume/Trade Class- Opportunity & Performance- Visibility- Retail Masters versus non Retail Masters	xx	Brand Trade Marketing
<ul style="list-style-type: none">Once \$ value is established - How do we optimize spending against visibility:<ul style="list-style-type: none">- Establish linkage between spending and performance	xx	Brand Trade Marketing Landor Association

INTEGRATION
OF LOOK =
BUSINESS
RESULTS

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Performance Measures

Action Plan:

	<u>Date</u>	<u>Players</u>
<ul style="list-style-type: none">• Redefine optimal look objectives & strategies and repackage in new brochure:<ul style="list-style-type: none">- Revisit 5 key points of visibility against fixture and POS spending- Define Optimal look by trade class	xx	Brand Trade Marketing

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Performance Measures

1994/1995 - Phase in Sales Rep level P&L responsibility on an account by account basis.

Action Plan:

	<u>Date</u>	<u>Players</u>
• New Section P&L will be useful tool but report must be broken down to Districts, Units and Sales Representatives.	4/93 establish format for 1994 Implementation	Finance, Sales Information, Information Services
• Power Books should provide profit potential for each account based upon PM volume and product mix. Power Books should also total fixture and permanent POS placements and cost.	4/93 set up system (S.P.A.C.E.) to capture needed information and design out-put.	Finance, Trade Mktg., Sales Information, Information Services, R.V.P.'s.
• Establish criteria for spending in retail accounts based upon volume and trade class. R.O.I. limitations.	4/93 - 6/93	Trade Marketing, R.V.P.'s, Sales Information
• Power books must offer Sales Reps bottom up planning capability to identify fixture and POS needs. This will enable N.Y.O. to more efficiently order vs. needs.	1/94	Sales Information Information Services

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